

THE ORIGINAL

# Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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## Balmy Spring Zephyrs are about ripe IN THE VALLEY OF THE MOON

And didn't we turn on some almost perfect weather for the last week? You could see a difference in Sunday traffic, with out-of-town cars driving through at a great rate—with some of them stopping. Won't be long before this will be commonplace, as the bathhouse reopens sometime in March, a number of taverns with seasonal licenses resume operations April 1. Could be this will be a record season, for despite some recession, where else can a city family enjoy a weekend at such reasonable cost?

**Did you ever wonder where mothers learn all the things they tell their daughters not to do? VALLEY JEWELERS, Boyes. Gifts.**

Rather disturbing to learn the highway commission has stopped all work on the roadside rest project. Just four have been built so far, and California is 30 years behind other recreational states in such rest areas. Excuse is that they cost \$9000 to build, \$4000 yearly to maintain. Which if true, shows the commission hasn't a clear picture of what these rests should be like. Two or three picnic tables, an open fireplace for grilling food, waste can and perhaps some type of toilet are all that's needed—and that wouldn't cost any \$9000. The maintenance per year wouldn't have to be over \$2. More elaborate roadside parks could be built, too, but they could be widely spaced. We'd suggest the commission send someone to the midwest and really learn something of the program.

**LIONS CLUB meets Tuesday—Mission Inn, Boyes. Let's make the meeting a humdinger. Interesting program all lined up.**

Observations on some bra ads we've seen lately: Honesty is no longer the bust policy.

**BOYES SPRINGS FOOD CENTER.** A complete quality, one-stop market, with competitive prices. Take-out license. Stop in.

Made a slight bull in last week's issue, but it wasn't too disastrous. We called the proprietors of the Bathhouse Restaurant Bishop when their name actually is Fisher. But we were most accurate in describing their coffee and food as terrific.

**SUSAN'S RESTAURANT** (formerly Blanche's). West Napa, Sonoma. Short orders or full meals. Splendid coffee. Truckers' stop!

**NICE TO KNOW!** The best friend of anybody who is out of a job and can't keep up payments on bank loans is—the banker himself. Be frank. Ask for help and you'll get it. So reports Otto C. Lorenz, of the American Banker, after interviewing 100 top bankers from coast to coast specializing in installment loans. The bankers in our Valley surely are as reasonable and kindhearted as anywhere—probably more so! That's comforting information for us. Just thought everybody'd like to have it.

**SONOMA MISSION INN, Boyes.** Noted for splendid cuisine, its excellent bar, luxurious accommodations. Pay us a visit—soon.

Had our first taste of fresh papaya the other day—friends bought a couple at a local market. With some trepidation we tasted it—and it's as good or maybe better than our own cantaloupes. The missus dug up some canned papaya which we hazily remember having bought several years ago, and it too was good.

**B & L LAUNDROMAT, on hiway, Fetters.** Save time and money—wash, dry, iron, right here. Especially during the cold season.

Little old Rambler autos are selling like hotcakes, while the big behemoths are in a decline. Should be a moral there somewhere. It's been said General Motors, Chrysler and Ford will soon come out with smaller cars selling for about \$1600—but maybe they've waited too long. Why anyone will pay enormous prices for gas-eating buggies, cars that are hard to park and in almost every case need larger garages will always be a mystery. After all, all you want and get in a car is transportation. That is, unless you've got money to burn and want to make an impression.

**R. A. "BOB" MILLER — "Yours for Life"**

**Insurance Exclusively**

**Next to Telephone Co., Sonoma**

We recommend Ed Reedy as your tax consultant—at this very moment, when income tax time is only about five weeks away. He'll fix you up with efficiency and dispatch, maybe save you some money. But give him as much time as possible, for the very best results.

**BATES & EVANS, Funeral Directors.** 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEBster 8-2686.



A girl bought a ticket in a big lottery and insisted on number 51. It turned out to be the winning number and she received \$15,000.

A reporter calling on her asked: "What made you pick 51?" "Well," she said, "for seven nights I dreamed of number 7, and seven times 7 is 51, so I bought the ticket."

**MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.**

Another chain letter received this week, but it went into the wastebasket. It promised sensational good luck within four days if we kept the chain going. To us, it's all silly, though back about 20 years we got in on one that cost you money, though we got back about all we put in. Never again. The only ones who ever made any money on such schemes were the ones who started them.

**RUSTIC INN, Glen Ellen. Center of town. Last of the original 11 taverns. Jack London liked the place. It's western!**

If the Springs area were an incorporated city, perhaps we'd have sufficient police protection to stop the prevalent vandalism. Latest reports: A tornup highway sign, thrown into a neighboring yard. And 13 windows broken by stone-throwing young squirts in the same general neighborhood. You think this lends allure to our "rural community?"

**LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.**

Have you tuned in Channel 2 yet? It's a new city station, and the pictures come in nice and clear. Not as yet affiliated with any network, the programs have a lot of old movies and old television skits, but we've missed Amos and Andy and Susie and a few others the new station has grabbed. Have been getting well fed up with the murders, crime, detective, police, undercover men, horror pictures and such on the older channels, so there has been a warm welcome to the new channel. Now about one more, and we'd be almost as good as the southern California TV fans.

**MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.**

Nowadays Pop no sooner gets his daughter off his hands than he has to get his son-in-law on his feet.

**CHEF CARDINI'S RESTAURANT, Glen Ellen. Fastidious in its meals, drinkables. Comfortable, luxurious. We cater anywhere.**

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If he sold a certain suit, the young high school graduate was told, he could have the job as clothing salesman. The suit in question was a dilly—light purple, with yellow stripes and red dots.

An hour later, bloody, dirty, clothing torn, he rushed up to the manager and shouted breathlessly, "I sold it."

"Looks as if you met a lot of customer resistance," said the manager, looking him over.

"No, I had no trouble with the customer," the youth replied, "but what a fight I had with his Seeing Eye dog."

**MENDEL'S CAFE, Boyes Plaza. Serving daily from 12; Sunday, 5 to 10. Spanish foods. Pizza. Steaks. Seafood. Cocktail bar.**

Kinda nice to hear the big bulldozers at work on major local construction again. Across from the Review office a new furniture store is getting under way, to be completed about May 1. Other business news: The dress shop next to the postoffice is to be reopened within the next few days. A major building project will soon get under way in downtown Boyes. Some 60 new homes will be constructed in the Bel Aire tract. A motel and shopping center is in prospect on Arnold drive. And there are other business deals in the making—expansions, mostly. Keep your eyes tuned to Moonbeams to learn the latest dope.

**FOUR CORNERS CAFE, So. Broadway. Featuring Linguica, acclaimed by experts. 12 other varieties. Imported, domestic beer.**

Politics is (are) being stepped up of late, though our local super-visorial contest between incumbent Carson Mitchell and aspirant Mel Larson probably will not erupt until Easter. But the state and federal candidates are beginning to flood small-town newspaper offices with their "free" literature, most of which goes into the wastebasket. If they'd all fire their "public relations" men (who tell 'em they can get a lot of free publicity (also a lie), and spend the same amount of money in real advertising, they'd get a lot more votes when the time arrives.

Of course we've made up our mind already on most offices. Our choices are Knowland for governor, Christopher for U. S. senator, probably Clem Miller for U. S. congressman, Abshire for state senator, Johansen for county sheriff, Larson for supervisor. See you about it all in June and November.

**GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskies, liquors.**

It's a little way ahead on the calendar, but the date is already fixed—June 8, Paul's Resort—for the annual picnic of the Painting and Decorating Contractors' association of San Francisco. Some 500 members will be up, for a big barbecue, an afternoon of dancing, and a handsome array of prizes. You too, can attend. Tell Paul.

**OUR RESORT, El Verano.** Home of draft beer, and the Stein Club. Harvey and Melina will serve you. Friendly atmosphere.

Did you by any chance tune in "Naughty Marietta" last Sunday afternoon? Nelson Eddy and Jeannette McDonald, with two of the most wonderful voices in America 20 years ago, were presented in a 90 minute revival, and we listened to every word and note. Victor Herbert wrote the words and music and the play, too—and it was just as good as in its original production. There don't seem to be such wonderful duos around any more. Let's have more of such revivals.

**RICHFIELD SERVICE,** main corner, Boyes. Best equipped station in the Valley. Bud Delaney, proprietor. S & H Stamps.

A drunk, traveling aboard an ocean liner headed for Europe, staggered from the deck to the stateroom, sat down and peered thru the porthole the entire afternoon. Finally he got up, turned his back and mumbled, "What a lousy television show."

**FRANK'S HARDWARE,** Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

Charlie McDougall has warned us: He's soon to present us with a photograph, in color, taken at his recent pizza party. Says everyone calls it the most accurate photo of the Colonel ever taken, seated at the piano, cigar in full view—gray hair, western necktie and everything. Can hardly wait.

**SONOMA GROVE,** Hiway 12 south of Boyes. Finest food and drinkables, homelike atmosphere. Italian foods, too. Seafood.

Kathy Barber writes a column "My Two Cents' Worth" in the Simi Valley Advertiser, down in Santa Susana, and we're mighty glad to swipe a portion of her latest. She writes:

Of course, we could discuss the major problems in the world today—such as who will be the first on the moon—will we find a Russian realtor in business when we get there Or, recession, depression—how does it really look? But, I'm thinking of petty annoyances today.

It seems to me that our cereal packages, without exception, have refused to progress with the times. What I mean is the wax paper inner lining. And this goes for boxes of powdered sugar, brown sugar, etc., too. If you're finicky about these things as I am, you probably open cereal boxes with the careful precision looking toward refolding the top to keep a neat seal. Don't try it. You can be ever so careful about the top fold only to find that the side of the wax paper where the ends meet separate untidily and spill cereal between the cardboard and the wax liner. Wouldn't it be nice to buy cereals in reusable plastic containers?

And speaking of cereals, reminds me of premium offers. I'm con-



stantly resolving that there is more than enough for the average housewife to handle without keeping track of box tops, stars, circles, and what have you, that can be redeemed with cash for a variety of articles.

These enticing offers stare me in the face every time I go to purchase breakfast cereals.

My two little boys look eagerly at me with eyes shining and request a certain cereal offering a coveted toy. My teenage daughter insisted she'd eat a whole box of cereal offering a camera, and our youngest is enthused over the offer of a miniature replica of a stage coach.

I find it difficult to understand these desires, but always melt under the pleas of my family. (I must check to see if I now have sufficient tops to send for that cute hostess apron and the freezer knife.) And so it goes.

But getting back to annoyances.

Wouldn't it be nice if all checks were of uniform size; and all statements of uniform size? (If they make only one of these uniform I'll vote for the statements. I get so many more of them.)

Then, too, take jelly lids. Now there are jelly lids and jelly lids. There are those that have a partial thread or a complete thread and store ever so neatly until the jelly is gone. But you take those dog-goned press-on lids, they're forever popping off!

Small-necked bottles for olives and onions are on my list too. I'll have to admit they're attractive, but oh so difficult.

To be really rash, I'd like to see canned goods in square tins rather than round. They'd store so much more readily and no waste space.

And if all akin products were packaged in standard sizes, it would be so much easier to compare values.

Another irksome little thing is that stationery and envelopes come in zillions of sizes. Don't know about you, but I just can't make the paper and envelopes come out even.

**JIM'S MEATS, at Boyes Springs Food Center. Top quality always.**

**We cut to your order. Fresh poultry. Delicatessen department.**

**SORRY FRED—CAN'T DO!** Our school superintendent friend in Amherst, Ohio, sends us a "honey" of a little item, in which some directive is written on a typewriter on which the letter "e" isn't working. So he uses "x" in place of the "e". The result is terrific. But!

A linotype isn't exactly like a typewriter. It has a magazine full of matrixes—and there are 21 "e"s but only 8 "x"s. And, regrettably, we can't reproduce the letter.

**BROADWAY CAFE, Sonoma. Mendel Cader, manager. Serving luncheons, dinner—even will make you some hotcakes. Cozy-like!**



If you want to test your memory, try to remember what you were worrying about one year ago today.

**WAYNE POWERS, Pool Maintenance. Quality service. Chemicals, repairs, heaters. Six years in business. Call Liberty 5-2955.**

You are the engineer on a train going from New York to Chicago. During the trip the train passes six cities whose names end in —town, seven whose names end in —ton, four whose names end in —ford, and three whose names end in —burg. Remembering that the train is 40 cars long, and that the fireman's name is Svenson, can you, within two seconds, give the name of the engineer?

**VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.**

Census Taker (to woman at door): "How many in your family?"

Woman: "Five. Me, the old man, the kid, the cow and the cat."

Census Taker: "And the politics of your family?"

Woman: "Mixed. I'm republican, the old man's a democrat, the kid's wet, the cow's dry and the cat's on the fence."

**VALLEY OF THE MOON CLEANING PLANT, Hwy. 12, Boyes.**

Fast service. Free pickup. All work done on premises. WE 3-5830.

**ELECTRONIC DRIVE-IN—TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.**

A child is a human caution sign. And a school bus that is stopped to pick up or unload children is a STOP sign. More than 7,000,000 youngsters go to school by school busses. Not all of them obey all traffic safety precautions on their daily trip to school. So most states insist that drivers come to a full stop when they approach a school bus that is loading or unloading youngsters. But whether it's law or not, isn't it a good idea to do everything you can to avoid killing or hurting these children. Be prepared to avoid any emergency that active children might cause. Drive slow . . . let 'em grow.

**EL DORADO HOTEL, Sonoma. John Merlo, prop. Complete menu, Italian foods a specialty. Friendly, western atmosphere.**

**PALMS INN, Verano. The Inskeeps your hosts. Home of the Lions. Excellent food, excellent drinks. Meet Carl, Jerry, Rene!**

Police Officer: "Hey, slow down that truck. Don't you have a governor on it?"

Bewildered Truck Driver: "Governor? No, sir. He's back at the capital. That's fertilizer you smell."

**FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. Soda fountain! A super drug store.**

**PAUL'S OLD RANCHERO, Verano. Superior dinners, cocktails. Banquets a specialty. Music Saturdays—Paul and Buff.**



We find along about now that a lot of friends and well-wishers are sending us in some mighty fine stuff that deserves reprinting. Comes from all over. Much of it is on the "long" side, and our limited space makes us pause a little, but usually we can get in one or two of the longer goodies. So keep looking—they'll appear some of these fine days.

**LEE'S CHUCK WAGON**, Sonoma highway. Prime ribs. Charcoal broiled steaks. Salad bar. Finest mixed drinks in western style. **DENNY'S COG CLUB**, Boyes. Gathering place for sportsmen—fishermen, hunters, football and baseball fans. Congenial always.

An elderly gentleman observed a small boy trying to ring a door bell. The boy had trouble reaching the bell button, so the kindly old man walked up on the porch and pushed it for him. Then he asked the boy what he was going to do next.

"I'm going to run like heck, mister," he exclaimed. "What are you gonna do?"

**MIKE & ROSE'S MARKET**, Boyes. Open Wed. to Sat. 10 to 6 except on Saturday, 9 to 7. Highest quality meats. Groceries.

**SONOMA GOLF & COUNTRY CLUB**, Arnold Drive. Finest food always. Try our Clown Room. Henry Goulette, manager.

Young Sher Singh was judged winner of the Lions speaking contest held Tuesday evening at Palms Inn. Three high school students of the Sonoma Valley high school competed. He now goes on to the zone contest, then (if successful) to district and national contest. The top prize is a \$1500 college scholarship.

**ADOBE DRUG** (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971  
Prescription Specialists                      Veterinary Supplies

**BANCROFT NURSERY**, Sonoma. Potted plants, corsages, flowers for weddings, funerals, hospitals. We deliver—anywhere.

An enterprising real estate salesman of the western part of Texas finished describing the area to a prospect from the east by concluding: "All west Texas needs to become a garden spot is a little more water and some good people to settle in it."

"Year," replied the easterner, "that's all hell needs, too."

**BATHHOUSE RESTAURANT**, on the veranda. Merchants' light lunch. Giant Hamburgers, Farmerburgers. Finest food, low cost.

**BUD'S GARAGE**, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

#### A PROGRAM FOR THE SPRINGS AREA

Complete citywide paving, curbing, and sidewalks.

Roadside turnout parks (we're 20 years behind) thruout the Valley.

A name for Highway 12 suitable for our new city.

A bank of our own.